



WPTV

ORDER

Print Date 10/12/12

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Flight Dates 10/13/12-10/16/12

Contract / Revision 314608 /

Original Date / Revision
10/12/12 10/12/12

Advertiser Republican Party of FL - Pet

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314

Product

RPOF3pACK(pETERSON,gARDINE

Agency Com 15%

Billing Contact

919 Prince Street
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 590

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$12,750.00	\$15,000.00	0.00	10/01/12	10/16/12	17	\$12,750.00	\$15,000.00
Totals	17	\$12,750.00	\$15,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/13/12	10/16/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/12	10/19/12	11-----		2		\$500.00		0.00					
N 2	WPTV	10/13/12	10/16/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	11-----	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/12	10/19/12	11-----		2		\$500.00		0.00					
N 3	WPTV	10/13/12	10/16/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00



WPTV

Print Date: 10/12/12

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Contract / Revision **314608** Flight Dates **10/13/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - Pe** Product **RPOF3pACK(pETERSON,g)** Estimate # **590**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 3	WPTV	10/13/12	10/16/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	11-----					2	\$725.00		0.00			
N 4	WPTV	10/13/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$1,600.00	FX	0.00 NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	1-----					1	\$1,600.00		0.00			
N 5	WPTV	10/13/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$1,600.00	FX	0.00 NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	1-----					1	\$1,600.00		0.00			
N 6	WPTV	10/13/12	10/16/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-----	:30	1	\$3,000.00	FX	0.00 NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	1-----					1	\$3,000.00		0.00			
N 7	WPTV	10/13/12	10/16/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	1-----					1	\$950.00		0.00			
N 8	WPTV	10/13/12	10/16/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$950.00	FX	0.00 NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	1-----					1	\$950.00		0.00			
N 9	WPTV	10/13/12	10/16/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	3	\$450.00	P-1	0.00 NM	3	\$1,350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	-----S-					3	\$450.00		0.00			
N 10	WPTV	10/13/12	10/16/12	Saturday Prime C l&o:svu	CM	10-11p	-----S-	:30	2	\$350.00	P-1	0.00 NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	-----S-					2	\$350.00		0.00			
N 11	WPTV	10/13/12	10/16/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/13/12	10/19/12	-----S-					1	\$1,400.00		0.00			
													Totals	17	\$15,000.00